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U. S. Department of Agriculture



GLOBO DE ORO

*The Rocky Ford Cantaloupe
Seed Breeders Ass'n*

ROCKY FORD, COLORADO



. . . *Price List for 1937* . . .



THE ANNUAL CATALOGUE

AND

PRICE - LIST FOR 1937

OF

*The Rocky Ford Cantaloupe
Seed Breeders Association*

ROCKY FORD, COLORADO



PHILO K. BLINN	<i>President</i>
CLEM V. RYAN	<i>Vice-President</i>
JAMES B. RYAN	<i>Secretary</i>



Address All Orders to the Secretary

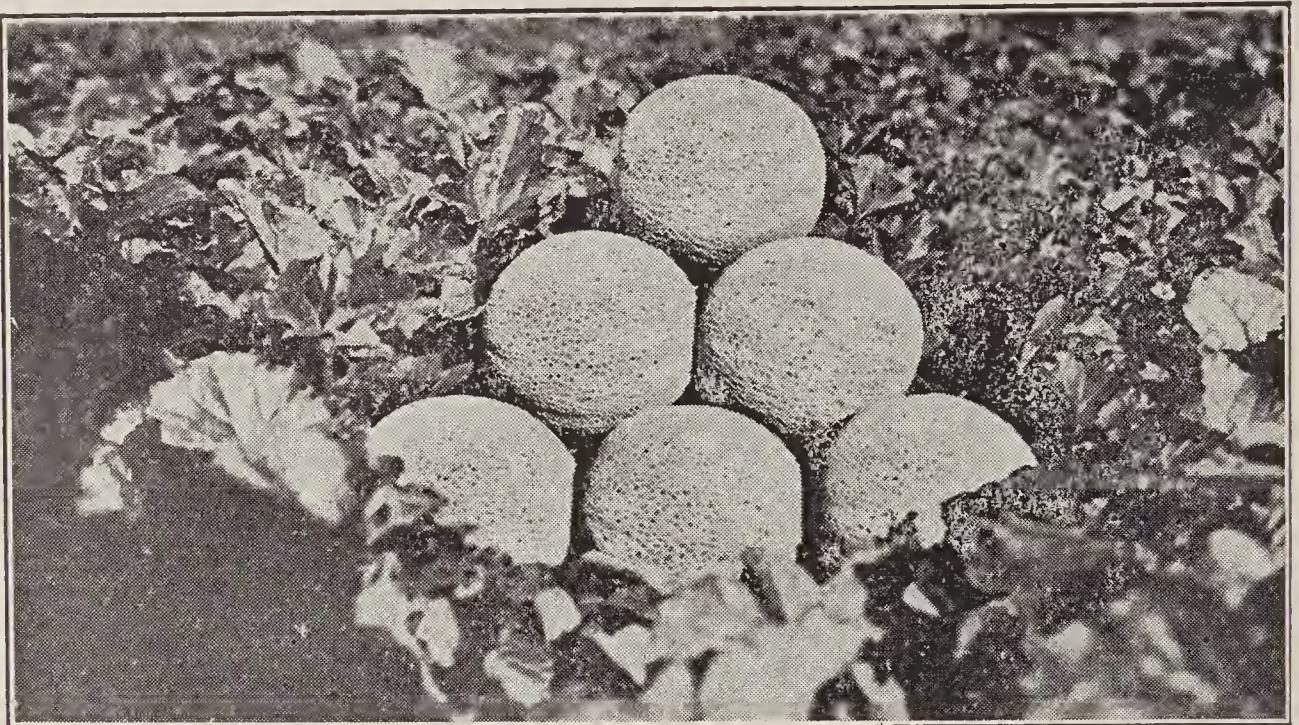


Quality, purity and selection are the fundamental characteristics of our seed. You will want all of them in the seed you buy. Without them you are gambling on your crop, and as harvest comes you may find yourself sorely disappointed in the outcome of your crop. Without quality your cantaloupes cannot find a ready market. With quality cantaloupes you are given an advantage in sales of your crop. Without purity you will find great wastage. With inherent purity your crop will yield a great abundance of marketable melons. Without selection your cantaloupe crop will be like last year's hat, old fashioned, worn and out of date. With selection you are assured that your cantaloupes are the finest quality that experts can develop and produce. We assure you quality, purity and selection in all the seed that you buy from us.

Protection

A PART OF ANY SEED HOUSE'S BUSINESS IS TO PROTECT THE GROWER.

THE BUYER of cantaloupe seed or of any other vegetable seed is in an unusual position. A purchase of seed is unique among sales. The purchaser of vegetable seed is in an entirely different situation than the purchaser of practically all other commodities. Ordinarily the buyer can make an immediate test of the purchase for quality. The man who buys a shovel can test it immediately and if it is not satisfactory can return it with little if any loss of time. An exchange can be made and the work carried on without affecting the farmer's income. A pound of cantaloupe seed may cost even less than the shovel, but no immediate test can be made to determine its quality and purity. Instead the farmer is forced to add to the initial cost of his seed the cost of his labor throughout



A group of our new Seed Breeders Cantaloupes, calling attention to the vigorous growth of vines.

the summer, the investment of his land and his time. In other words the purchaser of cantaloupe seed is forced to gamble that the seed he buys is pure and of high quality. Whereas the purchase of the shovel makes no material difference in his profits, those profits are vitally affected by the same amount of money invested in a pound of cantaloupe seed.

Even at the very best, the rain and storm and sun make enough of a gamble of farming. Naturally when his living is at stake the farmer is anxious to take no more of a gamble than is forced upon him by nature. If he feels that he can depend upon the seed he plants to give him the kind of a crop that he expects, then part of the gamble is removed.

We have taken it upon ourselves to remove part of the worry and loss of time of our customers. We believe this to be one of the functions of any seed house. By the extreme care we exercise in the growing and harvesting of our seed, we expect to sell the customers pure seed of high quality, removing the gamble from this phase of the crop. The customer who plants our seed need never worry about whether that seed will produce as we have described it.

At the same time we are protecting the grower against loss of this time and his money by crop failure due to poor seed. If benevolent nature permits his crop to grow and mature in the normal manner, the grower will find no disappointment in his harvest.

You will save yourself time and trouble, if you are sure, in the spring, that the seed you plant is pure and of high quality.

Methods

THE METHODS OF THE PRODUCER SHOULD BE UNDERSTOOD BY THE GROWER

IN YOUR purchase of seed you are interested primarily in its quality and purity. Price is a small item compared with these, for an additional few cents a pound spent for pure, high quality seed will actually repay the grower extra dollars in profit for every cent spent for seed.

It is necessary that you know something of the methods used by the producer and handler of the seed, in order to be confident that that seed is of the highest possible quality and purity. All too often the grower of the seed is not the one from whom you buy. Consequently the strict identity of the seed is often lost some place between the producer and the planter.

It is of great importance for the farmer to know what he is paying for and of equal importance for the seed sold him to reproduce exactly as described. Believing in this principle, we adopted at the launching of our firm, the practice of selling only the seed that we grow and harvest ourselves. All our cantaloupe seed is hand-selected and hand cut. It is carefully washed in sluice boxes and sun dried. A member of the firm is in constant attendance during all these phases of the harvest to see that no mistake and no mixing takes place.

Our methods are a two-fold protection. It protects the buyer, for our careful methods enable us to assure him that the seed is pure and of high quality. These methods also protect ourselves, because our customers are satisfied with the high quality seed he gets. There is an element of selfishness in the extreme care we take with our seed, because the satisfaction of our customers resulting from that care means increased business for us.

Hand cut seed, grown and harvested by ourselves, is your assurance of quality, purity, and selection.



Cantaloupes being cut by hand during the seed harvest. All our seed is grown and harvested by ourselves.

Specialist

TO DO ONE THING WELL THE SEEDMAN SHOULD SPECIALIZE

IT IS axiomatic that as attention is divided between several objects, the care that can be given each of them is correspondingly lessened. This applies no less to the seed industry than it does to other business. Some seedsmen attempt to spread their attention over the production of practically every kind of vegetable seed. As he does this he finds that his attention is entirely absorbed by the production, and he can give no attention to the development of his seed. On the other hand, some seedsmen have become specialists, limiting their production to one type of seed, in order that part of their attention may be given to improvement and development work.



A cantaloupe field just before seed harvest. Note how well the vines have stood up although the melons are mature enough for cutting. Seed from a field such as this will give you a real crop.

Adopting this latter policy, we have centered our attention on cantaloupes, giving considerable time and money to the improvement of the strains of cantaloupes. That this system of specialization is successful is proven by the ready adoption of the new varieties we have introduced and by the steady increase in the volume of our business.

Believing that we are being of some assistance to the cantaloupe growers of the country, we enjoy our work of selection and improvement of cantaloupe varieties. We are quite content to let other seed firms or farmers make improvements in varieties of corn or beans or tomatoes. Their work in their particular chosen fields are quite as valuable as the work we are doing. But none of us could be successful if we tried to do them all, hence each of us must specialize.

We believe that we can safely say that no other seed house can offer you cantaloupe seed which has been given the care and attention that we give to our seed. Knowing the exacting demands that you will make of our seed we nevertheless can offer it to you with confidence.

Our Policy

TO SELL ONLY THE SEED WE GROW AND HARVEST OURSELVES

TO FOLLOW the Golden Rule as nearly as possible, we will not sell you seed that we would not plant ourselves.

"Life is not so short but there is always time for courtesy." It is the desire of each member of our association that the spirit of courtesy and friendliness to our customers be our watchword. Hence should you be passing through our Valley stop and call upon us. We will endeavor to make your visit as pleasant and profitable as we can. If you have problems to solve and need assistance we will do all we can to help you. Our acquaintance with the cantaloupe industry in the many sections of the United States might make it possible for us to help you. Let us hear from you whether you are a customer or not.

If you wish to succeed, keep this in mind, in a matter of so much importance as that of purchasing seed for a commercial crop a few dollars or a few days spent in a close personal inspection of the seed fields or an investigation of the parties who are selling the seed may be worth several hundred dollars to you.

For sound practical reasons and the best use of your money, why not make an attempt to verify the facts before deciding whether you will spend your money for ordinary seed or spend it for seed of proven value?

On the pages following we are describing the leading varieties of cantaloupes. Some of them may be new and unknown to you, others may be old and familiar ones that you have been planting for several years. Whether they are old or new, all the varieties offered are the finest that it is possible to produce. All the seed offered is of the highest quality—it is such seed as we would not hesitate to plant ourselves.

We hope this catalogue may be of interest to you and of some assistance in making your choice of seeds for planting in 1937.



The final test of a cantaloupe is in the eating. Your melons must be of high quality if they are to pass this test.

GLOBO

The New White-Skinned Variety

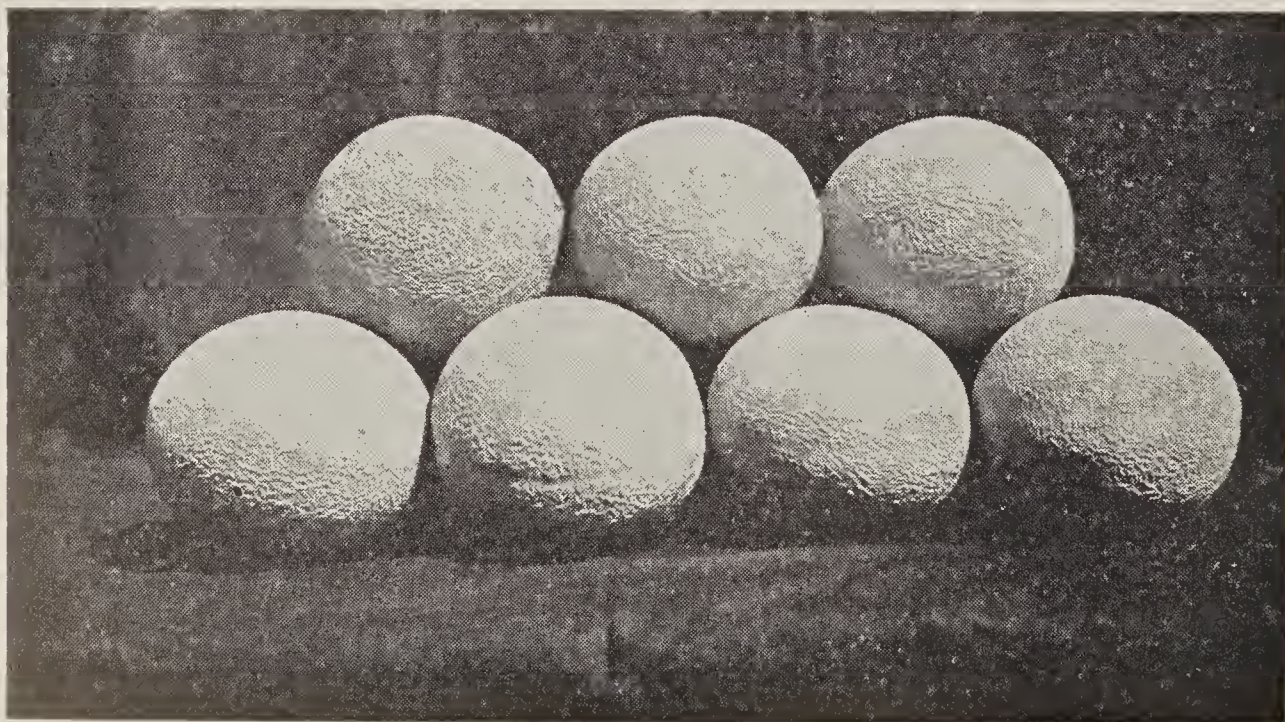
WE OFFERED to you, last year, for the first time, the Globo de Oro, presenting it with complete assurance as the finest white-skinned melon yet developed. Our years of development work on this cantaloupe has satisfied us as to its worth. Last season its performance on a commercial scale justified our faith in this new variety.

POSSIBILITIES OF A WHITE-SKINNED CANTALOUPE

For several years we have been interested in the possibilities of producing a white-skinned cantaloupe that would be of universal appeal. In the Globo de Oro we have produced a melon of unusual beauty and quality combined with prolificness and vigor of vine and one that is a superior shipping melon. All these features lead us to believe that we have in the Globo de Oro a cantaloupe that will have universal appeal. Years of careful selection have been necessary in order to reach the stage of perfection now held by the Globo. We were resolved that before this melon was introduced that it must merit the grower's attention, that it must perform as advertised and that it must be better than any other white-skinned melon on the market.

EXPERIENCES WITH THE GLOBO DE ORO

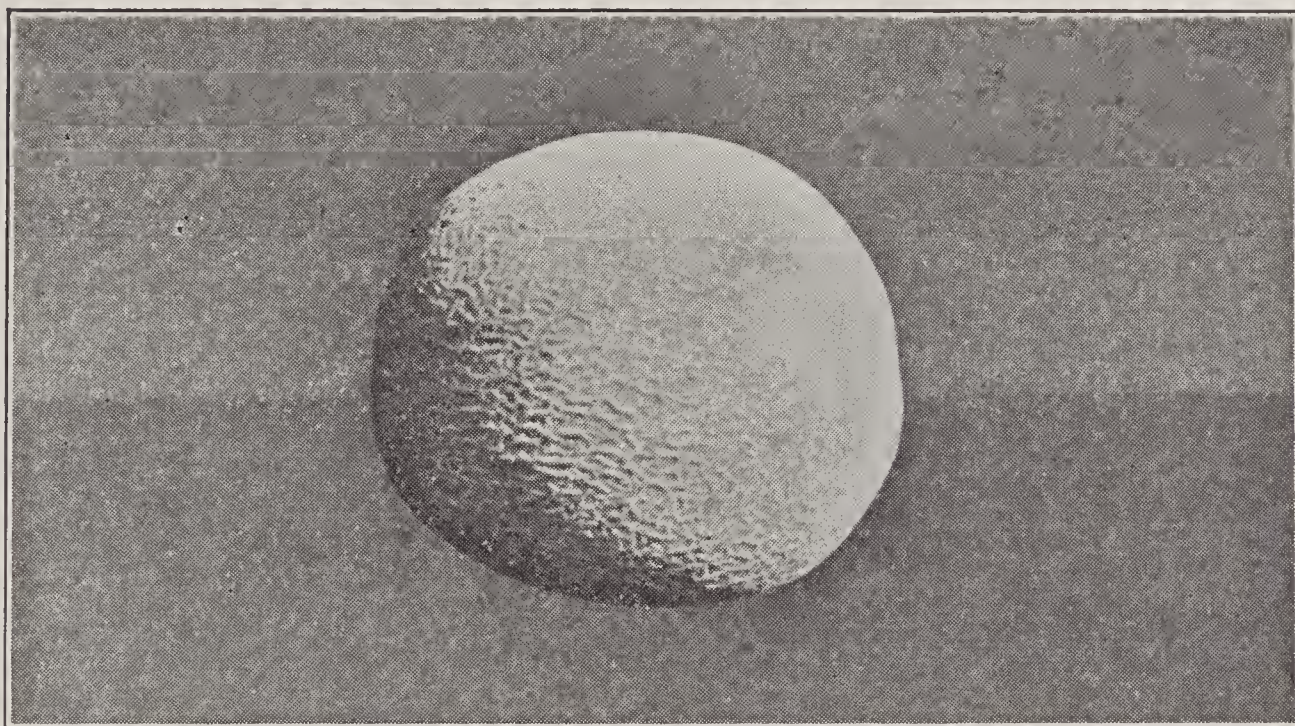
The Globo de Oro was grown on a large scale in California last year, although small acreages were planted in practically every important cantaloupe growing section. In California the Globo de Oro proved its worth in every particular. The yields were very satisfactory, the quality excellent, and the price on the eastern markets was 25c higher than the prevailing cantaloupe prices. It was possible to receive this higher price for the Globos because of their quality which was so excellent as to bring the customer back for more and making him willing to pay the addition in price in order to get the melon.



The Globo de Oro made a real success upon the markets last season. Watch this cantaloupe in the future.

DE ORO

Already a Success Upon the Market



The Globo de Oro is the finest of the rapidly developing white-skinned cantaloupes. The melon in the above photograph was solid enough and heavy enough to sink when placed in water.

DESCRIPTION OF THE GLOBO DE ORO

The Globo de Oro makes an attractive appearance on the market, being nearly round, golden in appearance with a slight netting. The cavity of the melon is small, the orange colored flesh is thick and edible to the rind. In quality it is unexcelled. The vines are hardy and yield heavily during a long period. The Globo is a medium late melon, midway between the Hales Best and the Honey Dew. In sizes it runs to jumbo thirty-six, with a few of the twenty-seven pack.

UNUSUAL QUALITIES

The Globo de Oro is a cantaloupe which must ripen on the vine to achieve the best results. Vine ripened Globos, however, have a quality that is almost unique in cantaloupes. Although reaching the edible stage while still on the vine, this melon retains all its quality and firmness for several days after picking without breaking down. This permits the melons to be sent to the market and to reach it in prime condition.

The Globo de Oro makes an exceedingly attractive melon pack, when properly crated with care given to the appearance of the package. The golden color, the lack of ribs on the melon, and its nearly round uniformity lend itself to making an unusually attractive appearance to the buyer.

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Prices Postpaid. Packet, 15c; ounce, 25c; $\frac{1}{4}$ pound, 90c;
 $\frac{1}{2}$ pound, \$1.65; 1 pound, \$3.00.

The New "SEED

A New Strain of Hale's Best

LAST YEAR we introduced the new Seed Breeders cantaloupe. We offered it to the cantaloupe growers of the country as an improved Hales Best strain, saying that we believed that it was the finest yet developed.

We felt justified in making this claim as the result of the reports made to us by twelve state and college experimental stations located in the most important cantaloupe producing states of the country. These experimental stations were practically unanimous in reporting that their tests demonstrated that the Seed Breeders cantaloupe was the finest of the Hales Best strains. The only exception, among those reporting on the H. B., was one station which stated that in their district they found the Nine Thirty-Six slightly earlier.

REPORTS OF EXPERIMENTAL STATIONS

To give you a more definite idea of the type of reports sent us from the experimental stations, we quote a portion of some of those reports:

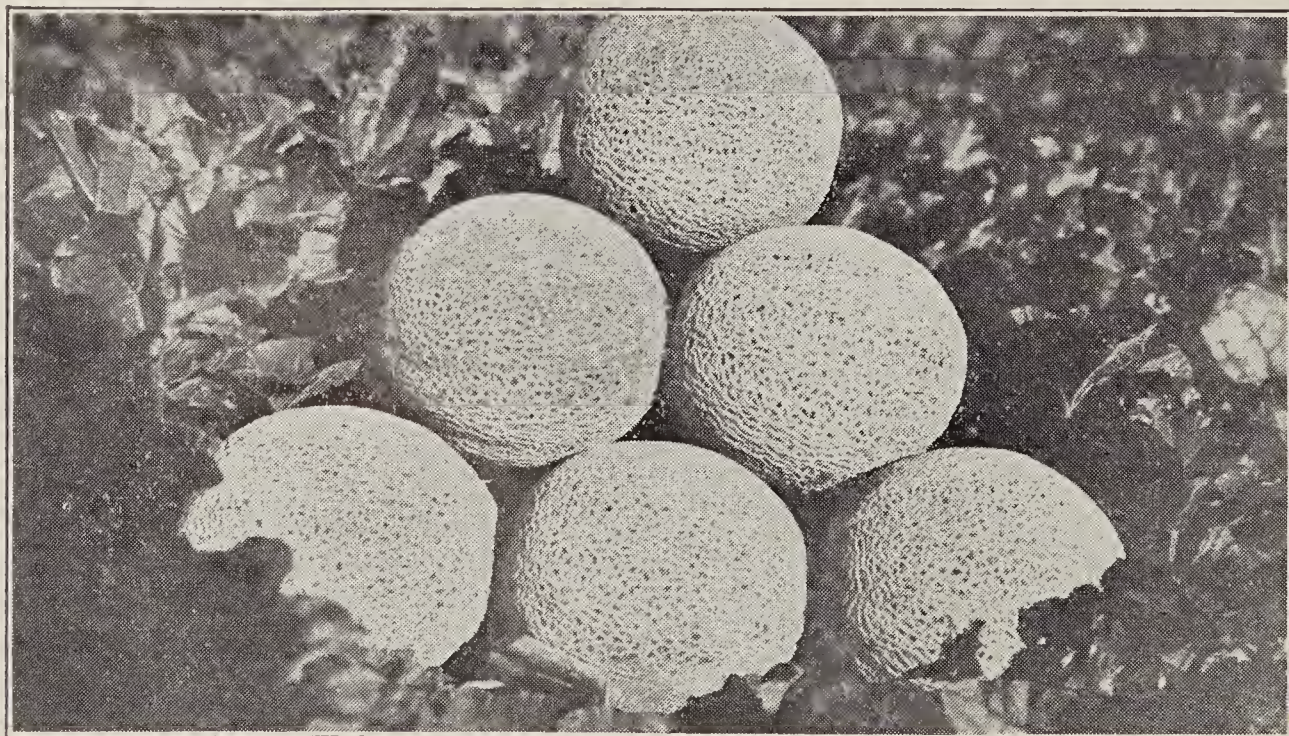
"Of the Hale's Best types the new Seed Breeders selection appeared superior to any of the others including the Nine Thirty-Six. Under our system of scoring the new selection was given a slightly higher quality rating than the Nine Thirty-Six which in turn was rated higher than H. B. 36, H. B. 112, or the original Hales Best types. . . Both the Nine Thirty-Six and the new Hales Best selection were especially uniform as to size and shape of fruits and the production was very satisfactory."

"Your New Seed Breeders was the most uniform of the Hales Best strains that we have had here, both in size and in quality."

Another report states the new Seed Breeders "was the best sample that we had in trial, very uniform and very prolific. In general the fruit was round 100% netted, the average diameter was 4.9 inches, the average thickness of flesh 1.3 inches and the average weight 2.4 pounds."

IMPORTANCE OF THESE REPORTS

You will note that these reports stress the high quality of the new Seed Breeders, its uniformity, and its prolificness. These are points which every grower bears in mind when he buys his seed. His cantaloupes must be of high quality or he cannot sell them;



The new Seed Breeders Cantaloupes—the newest and finest of the early Hale's Best strains.

BREEDERS"

The Finest Early Melon on the Market

they must be uniform or there will be too much waste in culls; and the vines must be prolific in order to give him as large a yield as possible which means increased profits.

We offer you the new Seed Breeders as a cantaloupe that will give you the largest yield of high quality melons. We can offer it not alone on our own recommendation, but also that actual tests in the leading cantaloupe districts—tests made by experts in experimental stations, and tests made by farmers under actual growing conditions in the fields.



An unusual view of one of the new Seed Breeders Cantaloupes.

WE HAVE SUFFICIENT SEED OF THIS NEW VARIETY

Last year we offered the new Seed Breeders cantaloupe for the first time, and were exceedingly gratified with its reception. Growers in all sections seemed to be on the lookout for improved strains, and they quickly ordered our entire supply of this new melon. We regretted that we were unable to fill some of the orders that came in to us late in the season. However, we are prepared this year to fill all orders for the new Seed Breeders cantaloupe, for our acreage this season was large enough to produce sufficient seed to meet the demands that we expect for this variety.

DESCRIPTION OF THE NEW SEED BREEDERS

For those who may not yet be acquainted with the new Seed Breeders, we can describe it as a Hales Best strain, with the thick, deep pink flesh of this variety, heavily netted, and very prolific. The new Seed Breeders is an unusually uniform melon of even jumbo sizes. This feature assures you that your losses from culls will be small. The new Seed Breeders is a high quality cantaloupe that will please the customer, causing him to repeat his order for this melon. We can safely say that the new Seed Breeders is as early as any Hales Best strain, and in Rocky Ford we have found it to be slightly earlier than any other strain.

You will not find a better cantaloupe for either commercial or home market purposes than the new Seed Breeders

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Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 45c; $\frac{1}{2}$ pound, 80c; 1 pound, \$1.50;
2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00.

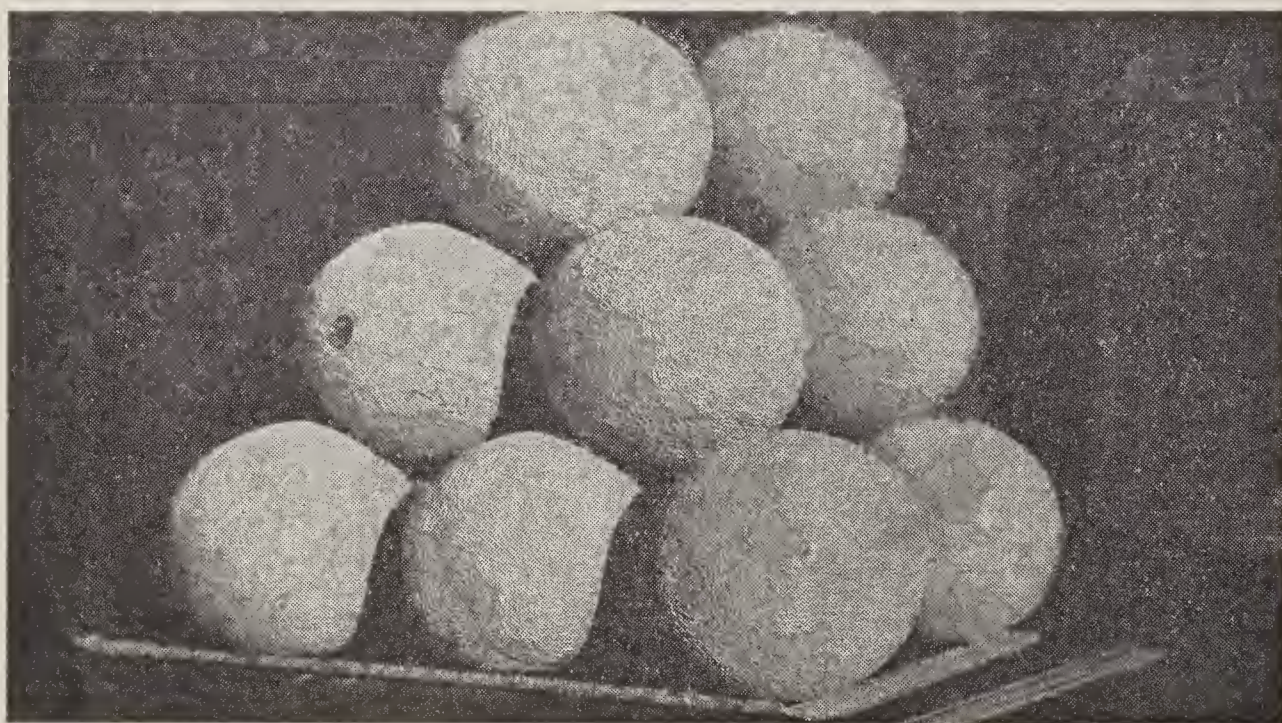
Mammoth Golden Globe

A LARGE, WHITE-SKINNED MELON OF HIGH QUALITY

THE MAMMOTH GOLDEN GLOBE is one of the finest quality melons we have ever known. We have had long years of experience in developing cantaloupes, but we have never found one that was quite as satisfying to the taste as the Mammoth Golden Globe.

As implied in its name, this is a large melon, one that will exactly meet the demands for a large cantaloupe for the roadside stands. There have been frequent requests on the part of market gardeners for a big melon to supplement their crop of ordinary sized cantaloupes. For the grower who has a roadside stand, or for one who takes his produce to market loose and not in containers, the Mammoth Golden Globe is a variety that will fill his needs exactly.

The Mammoth Golden Globe is a round to slightly oblong melon, averaging in size about seven inches in diameter and eight and one-half inches long. This is not a



The Mammoth Golden Globe—All that its name implies.

strictly uniform strain, some melons being slightly larger and some smaller than the measurements given. However the majority of the melons will produce as described. The flesh of the Mammoth Golden Globe is very thick, the cavity small and closed almost entirely with the seed. The cantaloupes improve in their ripening when taken from the vine at a full slip and are edible to the rind. The melon has a light netting as shown in the accompanying illustration. The quality of the Mammoth Globe is unexcelled.

We urge those who want a high quality melon to plant the Golden Globe. Those who desire a large melon for roadside stands will find the Mammoth Golden Globe meeting all their requirements.



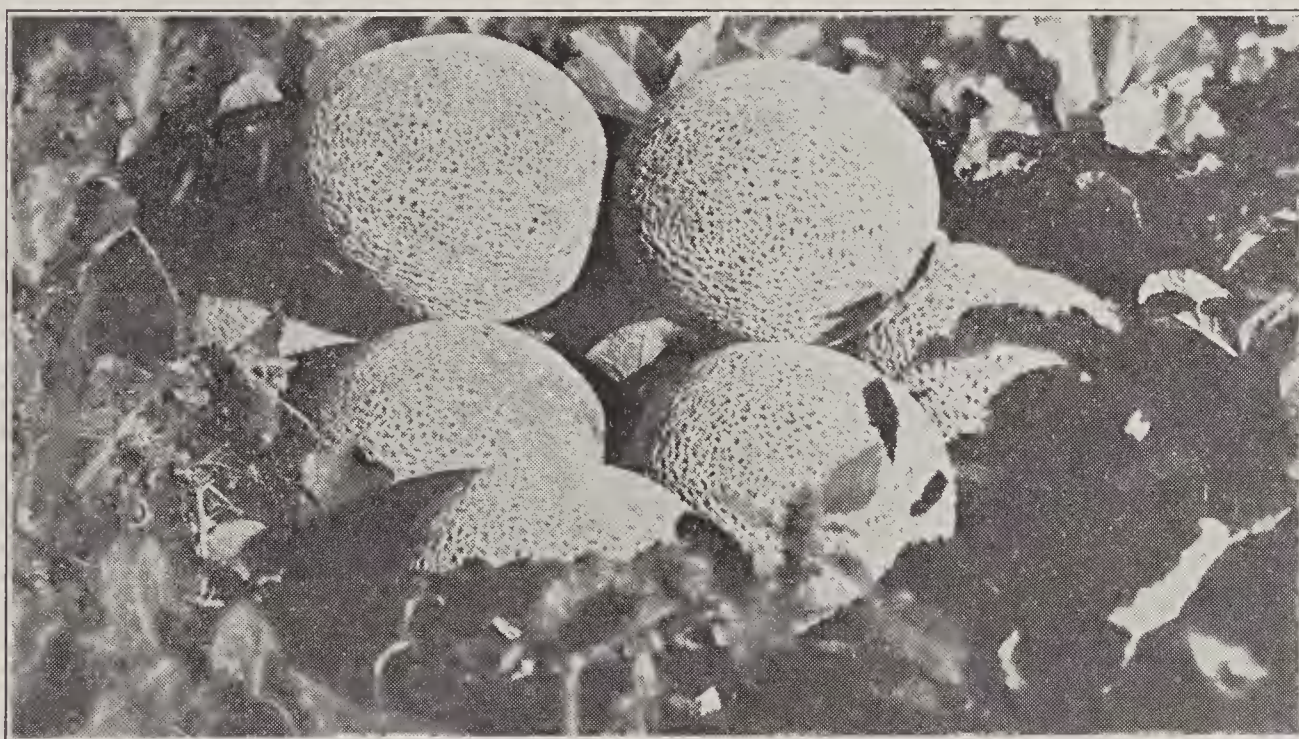
Prices Postpaid: Packet, 15c; ounce, 25c; $\frac{1}{4}$ pound, 90c;
 $\frac{1}{2}$ pound, \$1.65; 1 pound, \$3.00.

Nine-Thirty-six

ONE OF THE FINEST EARLY COMMERCIAL CANTALOUPE

THE NINE THIRTY-SIX has fulfilled all our expectations for this melon and as a result is one of the leading early varieties. It is universally used, having proven itself in every cantaloupe section.

For the past three seasons we have been unable to supply the entire demand made upon us for this variety. This situation resulted from two causes: first, weather conditions were unfavorable for the production of a maximum crop of seed, which meant a limited supply, and, in the second place, and this reason was more important in the final analysis, we had an unusually heavy demand for this seed. It is an exceptional condition when a new variety of seed can be introduced and it will immediately displace the older and better known strains. This situation prevailed, however, with the Nine Thirty-Six. Immediately upon its introduction the Nine Thirty-Six was preferred to the older strains, and only when the Nine Thirty-Six was no longer available were the



The Nine Thirty-Six is now firmly established among the leading cantaloupe strains.

older strains planted. This season, however, has been a very favorable one. This together with the fact that we had an increased acreage of the Nine Thirty-Six, means that we have a sufficient supply of this seed to meet the demands that will be made upon us this season for this variety.

The Nine Thirty-Six is an early melon, combining with its earliness a fine flavor and good shipping qualities. It is a uniform melon of jumbo sizes, well netted with no sectors and produces a heavy yield. The Nine Thirty-Six is pink-fleshed, thick meated, and has a small cavity. Its earliness, its flavor, its prolificness, and its shipping qualities recommend it as a cantaloupe that will satisfy every grower.

The Nine Thirty-Six is adaptable to every section of the country and you can be assured that you will make no mistake in using this variety.

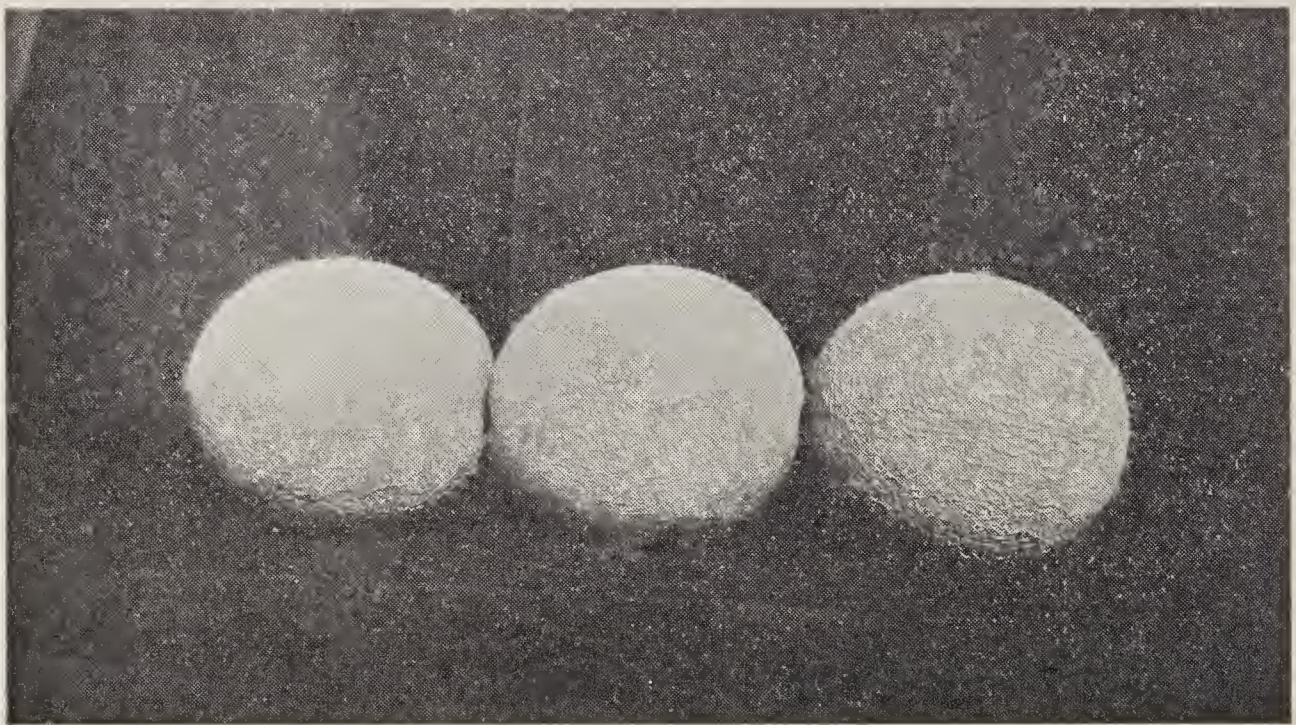
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Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 45c; $\frac{1}{2}$ pound, 80c; 1 pound, \$1.50;
2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00.



AN EARLY STRAIN OF THE WHITE-SKINNED MELONS

IN THE WHITE KNIGHT we are offering an early white skinned cantaloupe. There is a steadily growing demand for white-skinned melons, and the majority of those introduced and now in use are of the medium large kind. The White Knight is the only white skinned melon that matures early, ripening in about the same length of time as the better known Hales Best strains.



The White Knight is the early white-skinned strain.

In addition to its earliness, the White Knight has, of course, other features to recommend it. It is a thick fleshed, solid melon with a small cavity, making it a good shipping cantaloupe. It is a prolific strain, producing a heavy crop of marketable melons. The final test of a cantaloupe is in its eating qualities, for, of course, no cantaloupe is desirable if it is not edible. In this final test the White Knight has proven itself entirely satisfactory, for it is a well flavored melon.

The White Knight is an oblong cantaloupe, running to jumbo sizes. The white skin is covered with a light netting. As it ripens the fruit takes on the orange tint of the flesh. The White Knight is solid and heavy.

Since the cantaloupe growers in all sections will wish to keep abreast of the times, they will be planting more of the white-skinned varieties. No planting, however, will be complete without the inclusion of this early white-skinned melon—the White Knight.



Prices Postpaid: Packet, 15c; ounce, 25c; $\frac{1}{4}$ pound, 90c;
 $\frac{1}{2}$ pound, \$1.65; 1 pound, \$3.00.

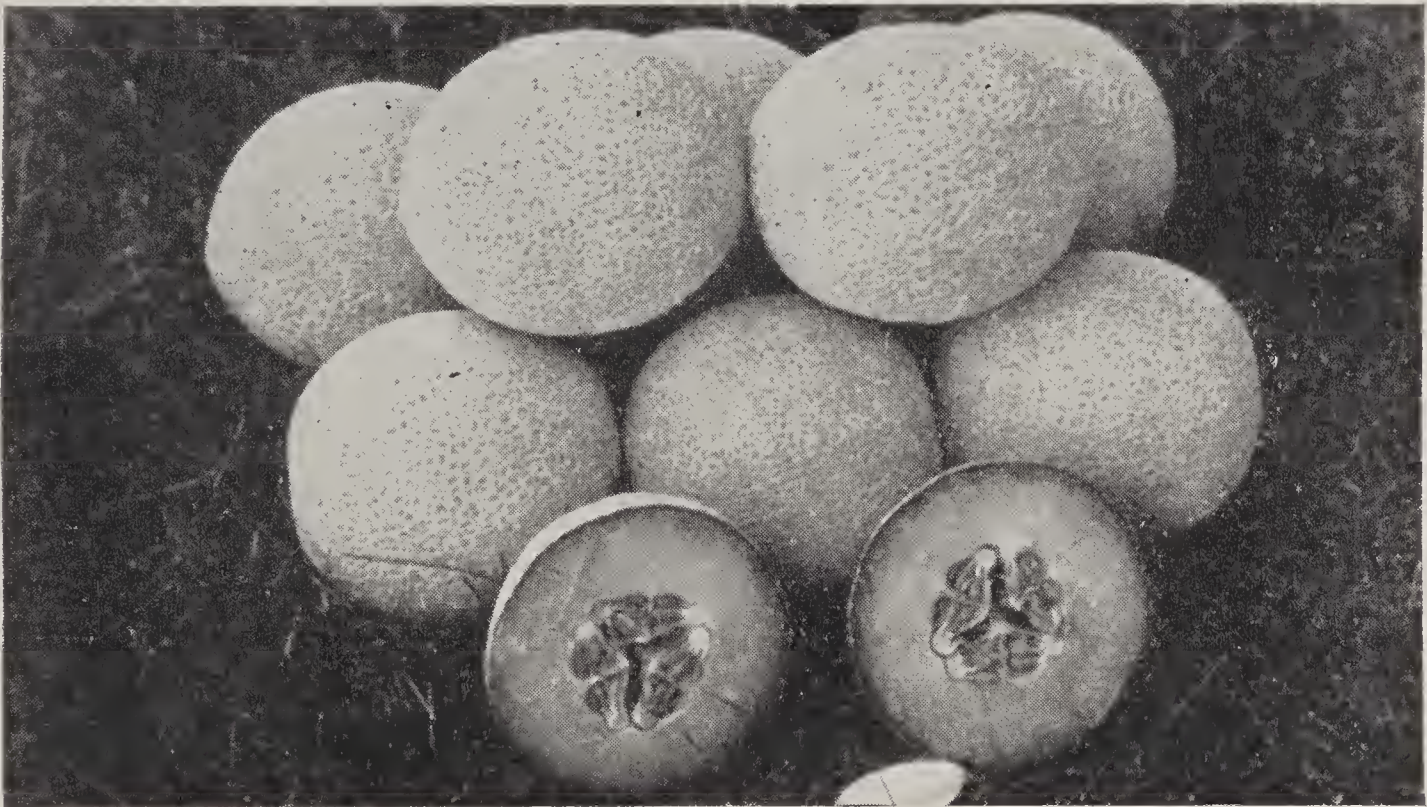
No. 36 Hale's Best

AN EARLY STRAIN STILL IN DEMAND

THE No. 36 Hale's Best is known wherever cantaloupes are grown. This is the foundation stock for all the improved strains of the Hale's Best. Because of its undeniable excellence, some growers still prefer to plant the old reliable No. 36.

The No. 36 Hale's Best is an early cantaloupe, running to even jumbo sizes. The melons are well netted, solid and heavy, with a salmon colored flesh of good quality. Good yields can be expected from the No. 36 because the vines are strong and hardy. This cantaloupe has stood the test of time and you need have no hesitancy in planting it.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



The No. 36 Hale's Best is still used as an old reliable early strain.

No. 112 Hale's Best AN EXCELLENT STANDARD STRAIN

SOME CANTALOUPE sections still prefer to plant the No. 112 Hale's Best. This cantaloupe will give you a heavy crop of well netted melons ranging in size from standards to jumbos. The quality of the No. 112 is high, with a thick golden sweet flavored flesh.

Like other Hale's Best strains the No. 112 is early, hardy, and prolific. We can recommend the No. 112 as an old standard strain of proven worth.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

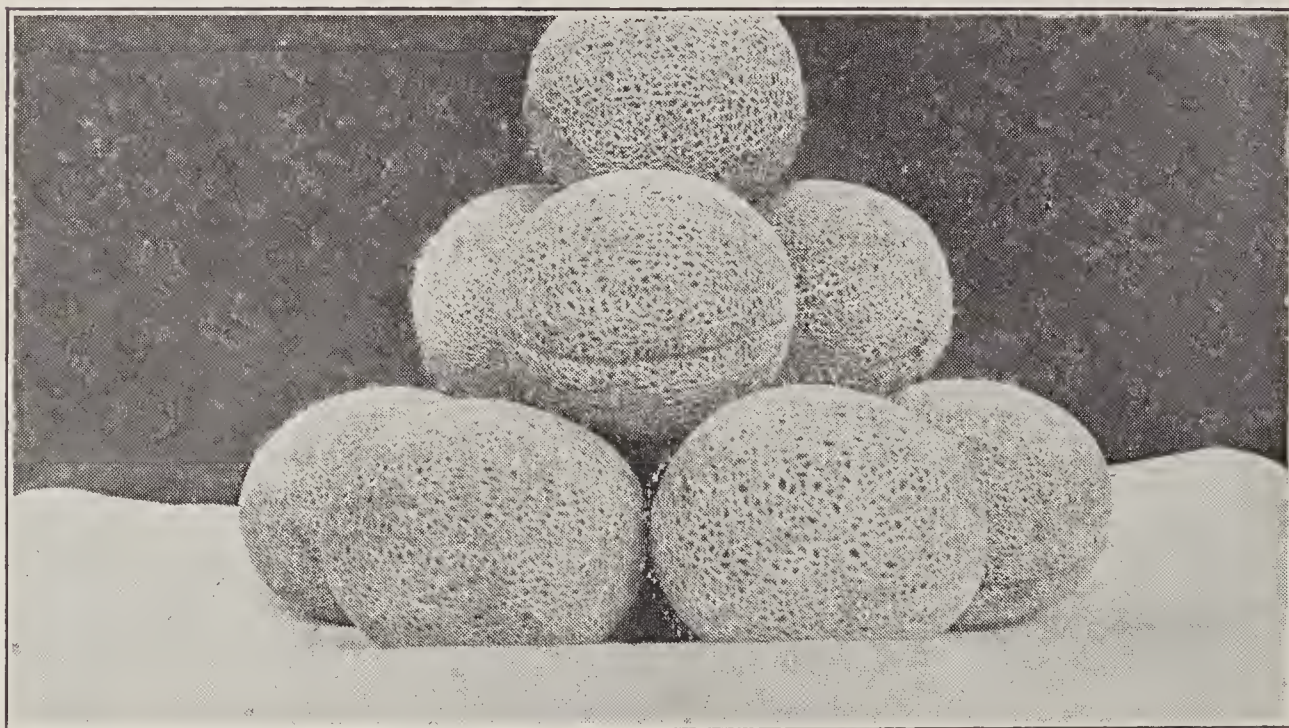
Early May FOR THE ROADSIDE STAND AND HOME MARKET

THE EARLY MAY is a Hale's Best strain developed particularly for the market gardener, combining the features most desired to make a profitable melon for the roadside stand and local market. The Early May is an early maturing melon and its deep, golden fleshed meat make it an attractive melon for the local market. Its fine flavor will bring repeat orders. The Early May is well netted and runs to even sizes of standard and thirty-six jumbos.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

Mildew Resistant No. 45

FOR THOSE WHO WANT A STRONG VIGOROUS CANTALOUPE



The vigor and quality of the Mildew Resistant No. 45 will make a place for this cantaloupe in the general markets.

DURING the past season the Mildew Resistant No. 45 has become the most popular of the mildew resistant strains. The No. 45 has reached this popularity because of its exceptionally fine quality, in addition to its disease resistant qualities.

The Mildew Resistant No. 45 is a melon that runs to even jumbo sizes, being more uniform than other mildew resistant strains. It is a splendid shipping melon, well netted, without prominent sectors. The flesh is salmon colored, thick and well flavored. In both internal and external appearances it is a melon that will meet exacting demands. The No. 45 is hardy, a vigorous grower and produces good yields of melons with few culls. It is about a week later than the Hale's Best strains in maturing.

We had heavy demands for the No. 45 before the crop was harvested, and as a result our supply of this seed is very limited.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

Mildew Resistant No. 8

A LARGE CANTALOUPE FROM VIGOROUS VINES

THE MILDEW RESISTANT No. 8 was one of the first cantaloupes developed to cope with the inroads of the mildew into the crops of the Imperial Valley in California. Dr. I. C. Jagger of the Department of Agriculture, in developing the Mildew Resistant No. 8 has produced a melon that is attractive to growers even in uninfested areas, because of its hardiness, its prolificness, and its size.

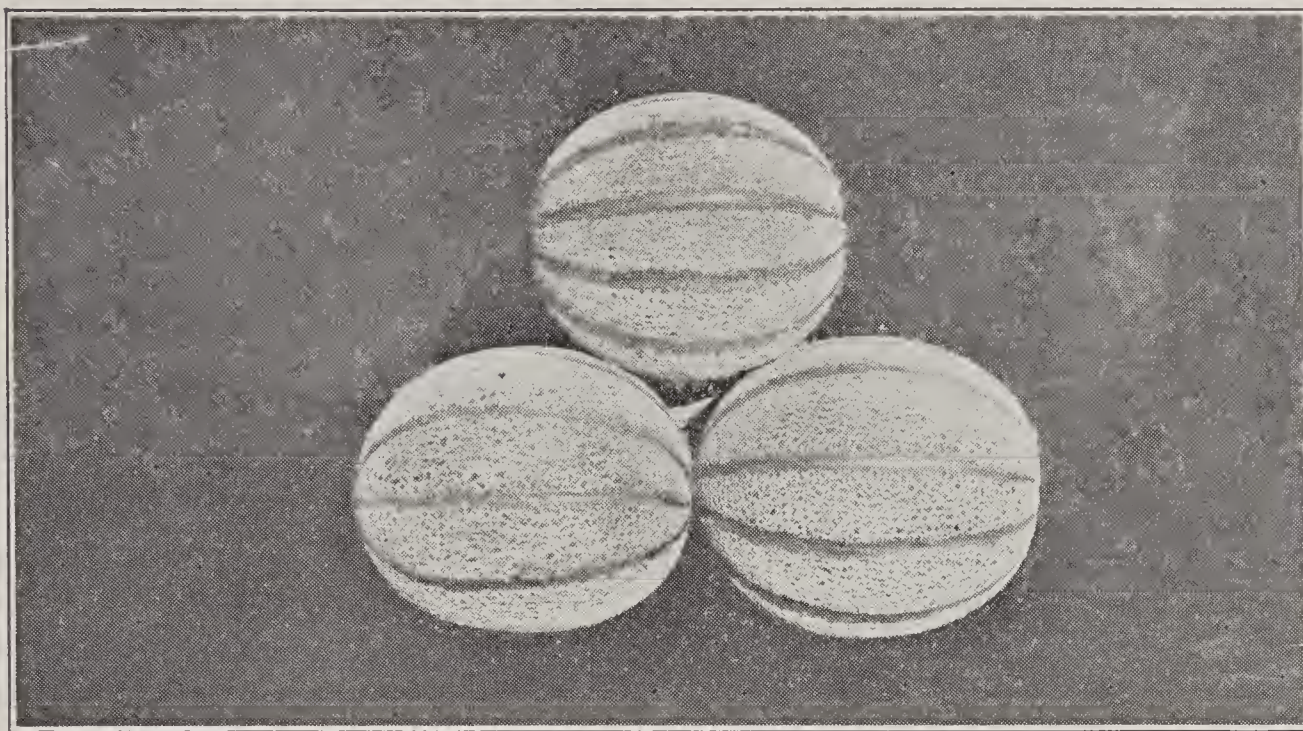
The Mildew Resistant No. 8 is a salmon fleshed cantaloupe, well netted, thick fleshed, and with a small cavity. The melons have a fine external appearance, and in size will average larger than the Hale's Best strains. The No. 8 is about a week later than the Hale's Best.

If you are looking for a cantaloupe that is hardy, will produce a heavy yield of large melons than you can rely upon the No. 8.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

Hearts of Gold

A "PINK MEAT" MELON FOR ROADSIDE STANDS



The Hearts of Gold is as striking in internal appearances as it is in external appearances as shown in the photograph.

THE HEARTS OF GOLD has developed its own particular niche in the cantaloupe markets that can be filled by no other variety. It is a pink-meat variety demanded by certain localities for a particular trade.

The thick pink flesh of the Hearts of Gold, with the dark green rind, presents an attractive appearance to the consumer. The melons are well netted and are divided into noticeable sectors as shown in the accompanying photograph. The cantaloupes will average slightly larger than other varieties, the majority, however, packing twelve to the jumbo flat crate. The Hearts of Gold has a distinct flavor that is satisfying to the trade.

The Hearts of Gold can be recommended as a hardy variety, well suited for the market gardener and for short hauls.

Price Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 30c; $\frac{1}{2}$ pound, 50c; 1 pound, 90c;
2 pounds, \$1.75; 5 pounds, \$4.35; 10 pounds, \$8.00.

Superfecto (TRADEMARK)

Developed and introduced by D. V. Burrell, Rocky Ford, Colorado.

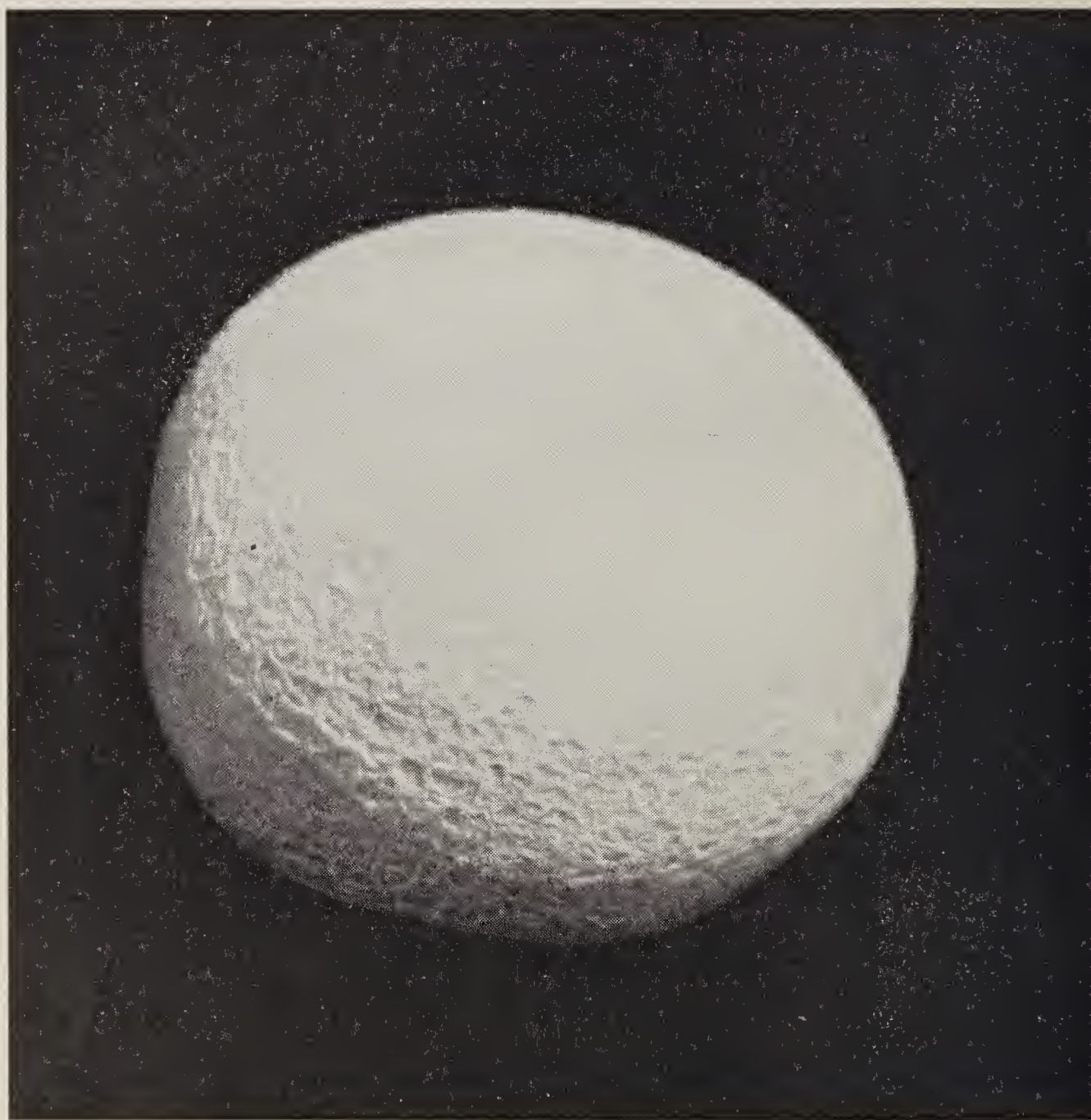
A GOOD SHIPPING LATE VARIETY

THE SUPERFECTO is a cantaloupe that is used for the late markets. It has been developed with emphasis placed upon the long ripening period, which makes it a melon of splendid quality.

The Superfecto runs to the twelve jumbo flat pack in size, and the melons ripen evenly over a longer period than do most varieties. The cantaloupes are round, well netted, with no ridges, which makes it a variety that shows up well on the market. The Superfecto is a melon of high quality, with a pink flesh that is deep and solid. The cavity is small, tending to make it a splendid shipping melon. The vines are vigorous and hardy.

The Superfecto is a melon suited to the grower who wishes to lengthen his season by producing late cantaloupes.

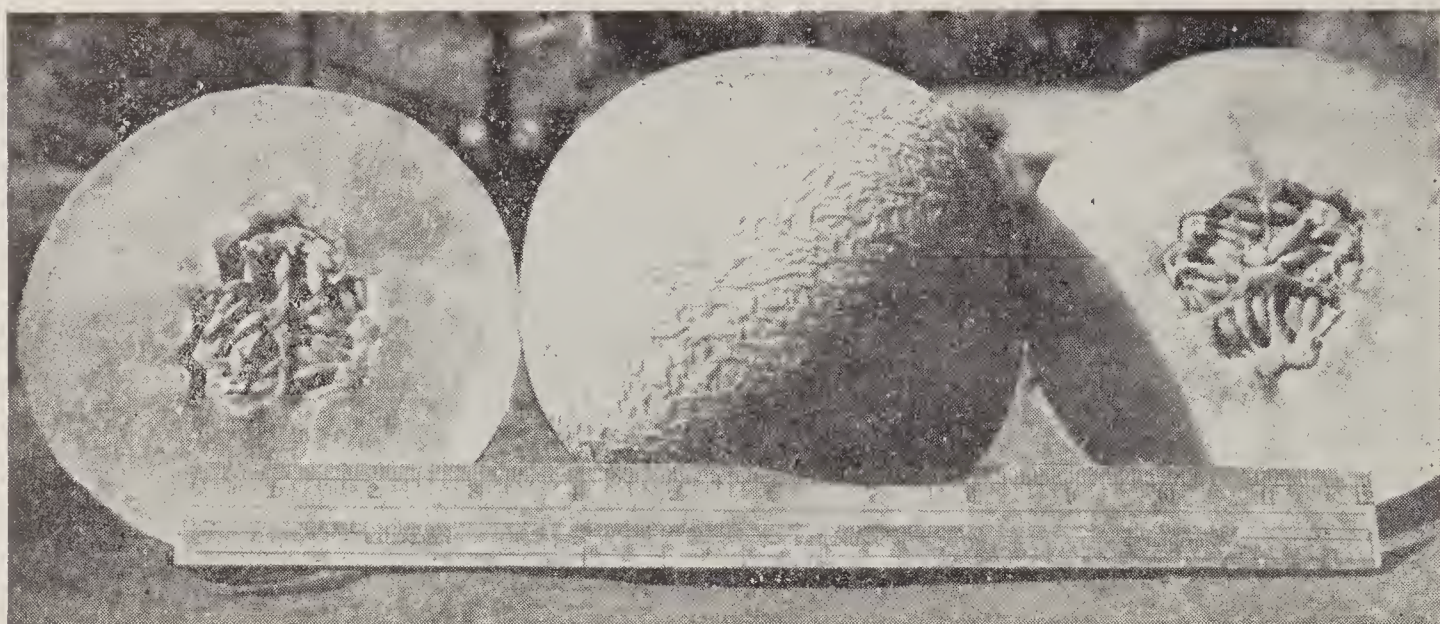
Price Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.





Weaver Special

A WHITE-SKINNED MELON INCREASING IN POPULARITY



The Weaver Special is steadily increasing in popularity as its fine qualities become more generally known.

THE WEAVER SPECIAL is steadily growing in popularity and is taking a very prominent place in certain of the cantaloupe sections.

Being the introducers of this melon we can offer you some splendid selected stock of this variety. Much improvement has been made in the melon since it was introduced in 1933.

The Weaver Special is noted for its fine quality and smoothness of flesh. It is a white skinned melon with a golden tint that gives the impression of transparency, for one can almost see the rich orange interior flesh through the rind of the melon. It is slightly netted and though the melons run to jumbo 36 sizes, the cavity is small and compact. The Weaver Special can be vine ripened and still will hold up for several days after picking, as it goes through a ripening process extending through three or four days after being picked on a full slip.

The Weaver Special has a tendency to crack in extremely wet weather, because of its solidity and high sugar content. By testing you can determine whether this cantaloupe is thus affected in your locality. If it is not, then we know that you will find the Weaver Special a splendid melon for you.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

Honey Ball

A "SMALL EDITION" OF THE HONEY DEW

THE HONEY BALL is a melon having the same sweet flavor, the same green colored flesh and white rind of the Honey Dew. The Honey Ball has been called a "small edition" of the Honey Dew. The fruit of the Honey Ball is small, usually measuring about five inches in diameter, is a white skinned melon with a slight netting.

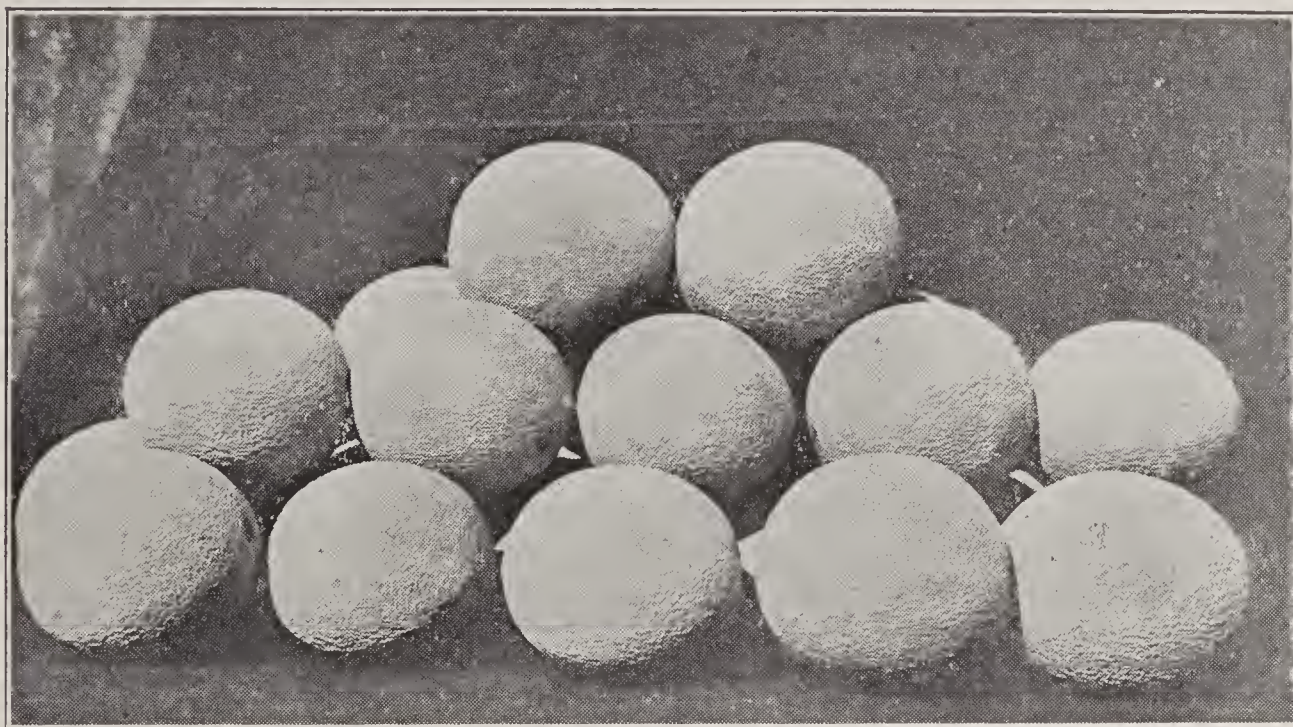
The Honey Ball produces its fruit in profusion, and the grower should exercise care in his planting lest he group the plants too closely together. Close planting and the natural prolificness of the Honey Ball might produce too small a melon.

The sweetness of the green fleshed Honey Ball makes it unique among cantaloupes from the consumer's viewpoint. Its long keeping and excellent shipping qualities make it a valuable melon from the grower's viewpoint.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

Jade Beauty

A WHITE-SKINNED, GREEN-FLESHED CANTALOUPE



The Jade Beauty is an exceptionally heavy solid green-fleshed cantaloupe.

JADE BEAUTY is a new white-skinned cantaloupe with the unusual characteristic of green flesh. The Jade Beauty follows the growing popular demand for white-skinned cantaloupes.

The Jade Beauty fills the present demand for the green-fleshed melons to perfection, for it is a beautiful melon both in external and internal appearance, offering a maximum of fine quality edible flesh. It is an average sized cantaloupe with a very thick flesh and exceptionally small cavity. These melons are heavy, round and covered with a strong netting.

If you want a green-fleshed cantaloupe for yourself or your trade, the Jade Beauty will meet your needs in every particular.

Price Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

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Mildew Resistant Honey Dew

A HARDY STRAIN OF THIS WELL-KNOWN VARIETY

THE MILDEW RESISTANT HONEY DEW was developed primarily for planting in Southern California where the infestation of mildew has become a problem for the growers. We can, however, recommend this type Honey Dew for other districts where a particularly hardy type of melon is wanted.

The Mildew Resistant Honey Dew is only slightly smaller than the regular Honey Dew and is more nearly round. The melons are unnetted, and ivory white in color, changing to golden when ripe. The mildew resistant type retains the distinctive Honey Dew flavor and quality. The flesh is green in color, sweet and thick. The vines are vigorous and hardy. We can recommend this melon.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

Honey Dew

A LARGE, WHITE-SKINNED, WINTER MELON

THE HONEY DEW is one of the so-called winter melons, and is decidedly different from regular cantaloupes. It demands a long growing season and can be kept for long periods extending into the winter months.

The Honey Dew is a green-fleshed melon with a white rind. The fruit is large and unnetted. Its exceptional sweetness, which accounts in part for its name, has resulted in a wide demand for the Honey Dew.

This type of melon is ivory white in color during the growing stages, and it takes on a light golden color as it ripens. You will find that the Honey Dew is a melon for which you can find a ready market.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

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White-Seeded Pink Pearl

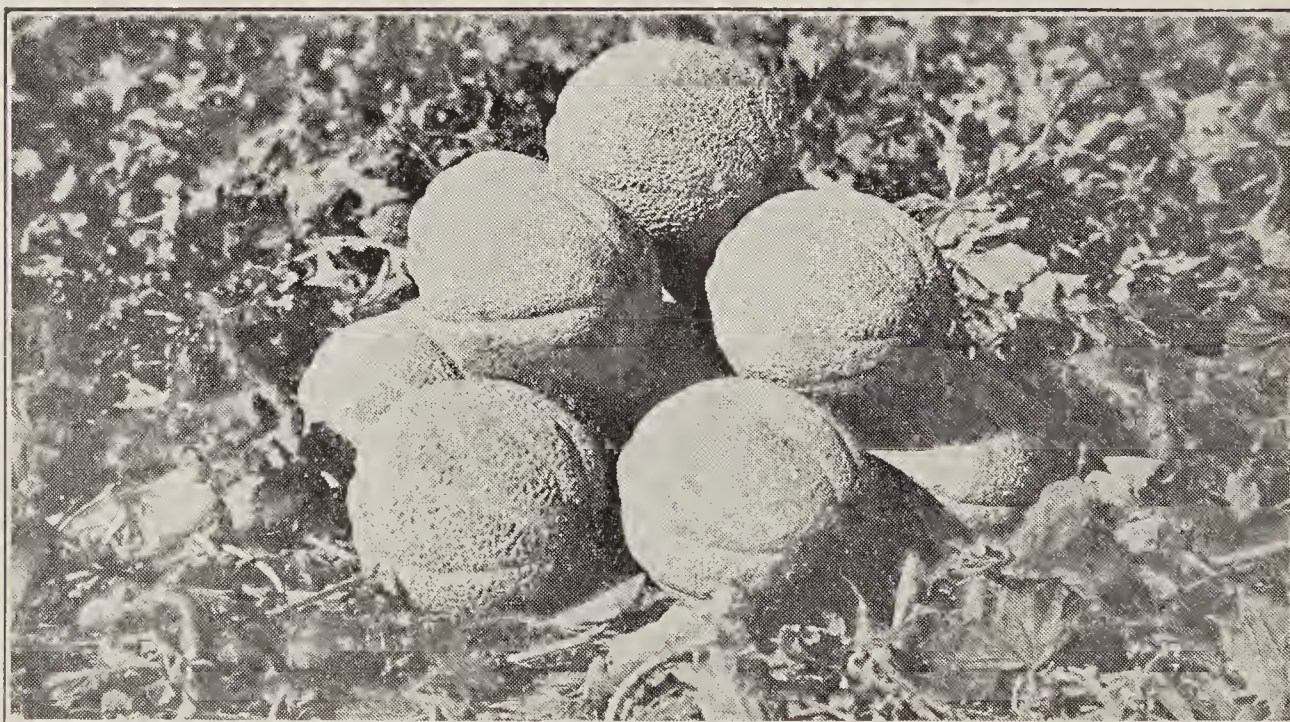
AN UNUSUAL MELON FOR A SPECIALIZED MARKET

WE ARE offering this year the white seeded strain of the Pink Pearl. This melon is similar to the Pink Pearl we have offered in the past, but is distinguished in particular by the fact that it produces a white instead of a yellow seed.

The Pink Pearl is a light grey melon with a coarse netting. The flesh is a deep pink surrounded by a dark green rind, giving an attractive and distinctive appearance. The Pink Pearl is very thick meated, and makes an excellent shipper.

Its distinctive appearance and fine quality have resulted in a specialized market for this melon. We believe that the Pink Pearl is deserving of its place and is one which you can grow profitably.

Prices Postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



This year we are offering the white-seeded strain of the Pink Pearl.

Hale's Best

The Hale's Best, first introduced in 1924, has been steadily improved and has steadily grown in popularity. We are offering here some of the old regular foundation stock of this variety.

The Hale's Best is an early cantaloupe, salmon colored flesh, and well netted. It does not run to even sizes as do the improved strains. One of the features of the cantaloupe is the retention of its high quality even after it becomes somewhat overripe.

Prices Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 30c; $\frac{1}{2}$ pound, 50c; 1 pound, 90c;
2 pounds, \$1.70; 5 pounds, \$4.00; 10 pounds, \$7.50.

*101 Special*

The 101 Special is one of the best main crop varieties. Some experimental stations rate it first among all varieties. Developed from the Ten Twenty-Five, the 101 Special runs to very uniform melons of the standard pack sizes. The cantaloupes are uniformly netted with no sectors. The flesh is sweet, smooth and firm, and of a deep pink color. The 101 Special is not an early variety, but makes a splendid melon for the main crop plantings.

Prices Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 45c; 1 pound, 75c;
2 pounds, \$1.40; 5 pounds, \$3.25; 10 pounds, \$6.00.

*10-25*

The Ten Twenty-Five has become famous among cantaloupe varieties for its uniformity and its ability to produce a large crop of melons over a long period. The 10-25 is a salmon-fleshed cantaloupe of good quality. The fruit is well netted, and its shipping qualities are very good.

While the 10-25 is not an early melon, it has all the other features demanded for a good commercial cantaloupe. We can offer this seed at an exceptionally reasonable price.

Prices Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c; 1 pound, 70c;
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.

*Early Watters*

The early fame of Rocky Ford as the cantaloupe capital was builded upon the green fleshed varieties, such as the Netted Gem. The Early Watters is a selection from the Netted Gem. It is a green-fleshed cantaloupe, with the fine flavor that helped build the reputation of Rocky Ford's fine cantaloupes. The Early Watters germinates strongly, producing vigorous plants, and is extremely prolific. It is a week earlier than the main crop varieties.

Prices Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c; 1 pound, 70c;
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.

*Burrell Gem*

The Burrell Gem is one of the so-called "pink meats," distinguished by its pink colored flesh surrounded by a dark green rind. The flesh is solid and smooth. The melon is oblong in shape, and covered with a thin netting. The Burrell Gem is an excellent shipper. This melon still is popular after many years, testifying to its fundamental worth.

Prices Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c; 1 pound, 70c;
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.

Garden Seeds

PRESENTING A FEW SELECTED VARIETIES

IN PRESENTING our garden seeds, we offer you some splendid varieties, the seed of which we have grown and harvested ourselves. There is not a wide variety of seeds, but you will find quality in them all.

We often receive letters from our customers asking us why we do not grow some particular kind of vegetable in which they are interested. We wish to take this opportunity of explaining in part why our offering of garden seeds is limited.

In the first place, we have made it an invariable practice to sell only the seed we grow and harvest ourselves. As a result, of course, many varieties of vegetables are automatically eliminated because climatic conditions prevent their growing in our district.

In the second place, we are specialists in the production of cantaloupe seed and our interest is centered in this particular field. To attempt to grow a wide variety of other crops for seed would diffuse our attention and prevent the best possible work being done with any of them.

However, due to peculiar conditions existing in our district, we are forced to grow a certain amount of other crops than our specialty of cantaloupes. Unlike many other sections of the country, it is inadvisable and unprofitable to grow the same crop on one piece of land more than two years in succession. Consequently we are forced by nature to grow a diverse system of crops upon our land. In our rotation of crops we must produce a more or less wide variety of grains and vegetables. By taking advantage of the necessity forced upon us by nature, we are able to offer other vegetable seeds besides cantaloupes. However, we do not want this list to grow any larger than necessary.

Under our present system of farming we are able to offer you the vegetable seeds listed on the following pages. These are standard varieties and we have taken care to see that they meet exacting requirements of quality and purity. You will find them as good as it is possible for you to buy anywhere.



Irrigation and high altitude make the Arkansas Valley an ideal garden spot.

Cucumbers



Our careful selection assures high quality cucumber seed.

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A. & C. This is a white spine cucumber that is becoming popular with eastern growers. The A. & C. is a splendid cucumber in all particulars: it is a long, dark green slicing variety; its eating qualities are excellent, being free from any bitterness; it produces a fine crop of uniformly good appearance. The flesh is crisp and white. The fruit is about 2½ to 3 inches in diameter and about 12 inches in length. Our supply is very limited.

Prices Postpaid: Ounce, 8c; ¼ pound, 25c; ½ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

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Ryan Pickling This pickling cucumber is our own selection from the Chicago Pickling. It is a very prolific variety, producing fruit of a uniform size and good color. This pickling cucumber is an early strain that will please the home gardener and the commercial grower.

Prices Postpaid: Ounce, 8c; ¼ pound, 25c; ½ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

Davis Perfect

A dark green slicing variety, that is an ideal cucumber for shipping purposes. The size and shape are ideal. The fruits average nine to eleven inches in length and about two and one-half inches in diameter, tapering at both ends. The vines of this variety are vigorous and prolific.

Prices Postpaid: Ounce, 8c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

*Early Fortune*

This is undoubtedly the finest and most widely used shipping cucumber. Its earliness, its uniformity, its prolificness, and its beautiful appearance make it an ideal cucumber. It has a deep green color, a small cavity with few seed. The average length of this variety is about $8\frac{1}{2}$ inches. Our stock of the Early Fortune is some of the finest available of this white spine cucumber.

Prices Postpaid: Ounce, 8c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

*Earliest of All*

This is an exceptionally early variety, yielding fine quality fruits in profusion. The cucumbers are quite uniform, very large, and of a dark green color. The Earliest of All is especially fine for the home garden and local markets where early cucumbers are desired.

Prices Postpaid: Ounce, 8c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

*Klondike*

This is an excellent strain of the White Spine. It is particularly remarkable for its uniformly dark green color that is retained as the fruit matures. It has great merit in quality, prolificness and in firmness of flesh. When mature it averages about 8 inches long. The Klondike is an excellent variety for pickling when young.

Prices Postpaid: Ounce, 8c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

*Improved White Spine*

This is a standard variety. A uniform and shapely cucumber, not only for early, but for general crop. Vigorous grower and great bearer. Very fine for slicing and splendid for home garden and market. The fruits are 9 to 10 inches long, thick fleshed with small seed space.

Prices Postpaid: Ounce, 8c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c;
1 pound, 75c; 2 pounds, \$1.40.

Beans



A general view of a field of beans on one of our farms.

Burpee's Stringless Green Pod This is without doubt the finest round pod variety, both for table use and for shipping. The pods are about six inches long, slightly curved and very thick, even when young. The pods are meaty and juicy, of fine flavor, brittle, with no sign of strings. The plants are medium large, but retain the bush form. The seeds are medium size and are dark brown in color.

Prices Postpaid: $\frac{1}{2}$ pound, 12c; 1 pound, 20c; 2 pounds, 35c; 5 pounds, 80c.
Not prepaid, 10 lbs. or more, 11c per pound.

Full Measure This comparatively new variety is rapidly being recognized as one of the very best stringless green pod beans of the main crop sort. As indicated by its name, it is very productive, yielding a fine stringless green pod about six inches long, straight, very fleshy pencil pod and creased back. The plant is well branched and very productive, yielding the heavy pods throughout a long season. We unhesitatingly recommend this variety for your garden.

Prices Postpaid: $\frac{1}{2}$ pound, 12c; 1 pound, 20c; 2 pounds, 35c; 5 pounds, 80c.
Not prepaid, 10 lbs. or more, 11c per pound.

Wardwell Kidney Wax An outstanding variety among the wax beans. The pods are almost straight, medium in length, fleshy and stringless. The pods are yellow and of good flavor. The seeds are white with a brownish black eye. The variety has been a standard in the home garden for years and is known for its excellent qualities.

Prices Postpaid: $\frac{1}{2}$ pound, 12c; 1 pound, 20c; 2 pounds, 35c; 5 pounds, 80c.
Not prepaid, 10 lbs. or more, 11c per pound.

Henderson Bush Lima This variety is one of the earliest of the Lima Beans in maturing. The plants grow 18 to 24 inches tall, are of sturdy, erect growth and are heavily loaded with pods. The beans when ripe are a beautiful ivory color, and when picked as green shelled beans are of delicious flavor. The Henderson Bush Lima is a reliable crop that is very productive and free from mildew. It thrives in ordinary soil and has proven to be an excellent variety for home gardeners.

Prices Postpaid: $\frac{1}{2}$ pound, 12c; 1 pound, 20c; 2 pounds, 35c; 5 pounds, 80c.
Not prepaid, 10 lbs. or more, 11c per pound.

Tomatoes

The Rocky Ford district has become an important tomato growing section. Many hundreds of acres are grown each year for canning purposes and for shipment to the Mountain and Great Plains sections. Our tomato seed is grown on our own farms under our personal supervision, and its quality is as good as careful work and attention can make it.

Every well-planned garden includes tomatoes. No other part of your garden will yield so abundantly during the summer. We offer you some particularly fine varieties in which we have done some careful selective work.



We have found the Marketeer to be one of the finest tomato varieties.

Marketeer

In tests conducted over a period of years, the Marketeer has proven itself to be the finest main crop tomato we have ever seen. Our customers have agreed with us in that conclusion, for we sell more seed of this variety than any other. The Marketeer is deep red in color, thick-meated with solid midwalls. The fruits are large and smooth with a tough skin that makes it an excellent shipper. It is an ideal tomato for the market gardener.

Prices Postpaid: Package, 10c; $\frac{1}{2}$ ounce, 20c; 1 ounce, 35c;
 $\frac{1}{4}$ pound, \$1.00; $\frac{1}{2}$ pound, \$1.90.

Indiana-Baltimore

This is an improved strain of the Greater Baltimore. The Indiana-Baltimore is a midseason tomato, heavy, firm, and thick-meated. The fruits are deep red, free from cracks and ridges. This variety is one of the heaviest producers that we offer.

Prices Postpaid: Package, 10c; $\frac{1}{2}$ ounce, 20c; 1 ounce, 35c;
 $\frac{1}{4}$ pound, \$1.00; $\frac{1}{2}$ pound, \$1.90.

Chalk's Early Jewel

This variety is one of the finest of the early garden tomatoes, and the seed we offer comes from particularly well selected fruits. The Early Jewel is a large smooth and nearly round tomato. The flesh is thick and bright scarlet, solid and very meaty. This is an excellent well-known tomato.

Prices Postpaid: Package, 10c; $\frac{1}{2}$ ounce, 20c; 1 ounce, 35c;
 $\frac{1}{4}$ pound, \$1.00; $\frac{1}{2}$ pound, \$1.90.

Break-O-Day

This is a new wilt-resistant variety, developed by Dr. Pritchard from the Marglobe and Marvana. It resembles the Marglobe in shape and size, being large and almost round. The fruits are solid, meaty, and scarlet in color. The vines are open and spreading with medium foliage. The Break-O-Day is an early tomato that is becoming very popular with home gardeners.

Prices Postpaid: Package, 10c; $\frac{1}{2}$ ounce, 20c; 1 ounce, 35c;
 $\frac{1}{4}$ pound, \$1.00; $\frac{1}{2}$ pound, \$1.90.

Matchless

This is a large main crop tomato, and as its name implies, is matchless in size, color, and productiveness. It is a worthy competitor of the unexcelled Marketeer tomato. The Matchless is a strong, vigorous grower with sturdy vines, producing an abundant crop of large, beautiful, rich scarlet-red, perfectly smooth tomatoes. Its fruits are solid and heavy and have long keeping qualities.

Prices Postpaid: Package, 10c; $\frac{1}{2}$ ounce, 20c; 1 ounce, 35c;
 $\frac{1}{4}$ pound, \$1.00; $\frac{1}{2}$ pound, \$1.90.

West's Early

An early tomato of excellent qualities. Its ripening time is three to four days ahead of the Early Jewel. Fruits are a bright red, round and with deep firm flesh. It is a very prolific tomato with strong vigorous plants. A fine tomato for the market gardener and the home gardener.

Prices Postpaid: Package, 10c; $\frac{1}{2}$ ounce, 20c; 1 ounce, 35c;
 $\frac{1}{4}$ pound, \$1.00; $\frac{1}{2}$ pound, \$1.90.



Onions, topped and in the crate, during harvest season.



Little Marvel Peas.

Peas



Little Marvel

This variety has been well named, for it is truly marvelous in every respect. The Little Marvel is generally agreed to be the best of its class. It is one of the earliest of varieties; it grows 12 to 18 inches tall and bears heavily. The pods are dark green, averaging three inches in length, and contain seven or eight large peas of delicious sweet flavor. A big point in its favor is that it remains in prime picking condition a week longer than other varieties. Its earliness and excellent eating qualities make for its popularity everywhere.

Prices Postpaid: $\frac{1}{4}$ pound, 10c;
 $\frac{1}{2}$ pound, 15c; 1 pound, 25c;
 2 pounds, 45c; 5 pounds, \$1.00.

Not Prepaid: 10 pounds or more, 12c per pound.



Alderman

This variety belongs to the popular telephone type of pea. It is a main crop variety, growing about four feet high and bearing freely, large pods of peas of a dark green color. The pods are straight, very broad, and pointed at the tip. They measure about $4\frac{1}{2}$ inches in length and are well-filled with nine large, sweet, tender peas. The Alderman is exceedingly vigorous and prolific.

Prices Postpaid: $\frac{1}{4}$ pound, 10c; $\frac{1}{2}$ pound, 15c; 1 pound, 25c;
 2 pounds, 45c; 5 pounds, \$1.00.

Not prepaid: 10 pounds or more, 12c per pound.



Senator

This main crop variety does not grow as large as the Alderman, being about $2\frac{1}{2}$ to 3 feet tall, but we have found it an exceedingly fine variety. The plants are vigorous and invariably bear a good crop of attractive large pods. The pods are about 4 inches in length and are well filled. You must try this very productive variety in order to appreciate its choicest quality.

Prices Postpaid: $\frac{1}{4}$ pound, 10c; $\frac{1}{2}$ pound, 15c; 1 pound, 25c;
 2 pounds, 45c; 5 pounds, \$1.00.

Not prepaid: 10 pounds or more, 12c per pound.

Onions

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Riverside

Sweet Spanish

This onion is a separate and distinct strain of the original Sweet Spanish Onion and was developed at Riverside, California. The Riverside strain is recognized as being superior to all others in flavor and yield, being unusually mild, though retaining the genuine onion flavor. The bulbs are flattened-globe shaped, of a deep amber-orange color, some of them weighing as much as two pounds. At Rocky Ford, we have had some yields that run to more than 50,000 pounds per acre. We recommend the Riverside Sweet Spanish onion to you.

Prices Postpaid:

Ounce, 25c; $\frac{1}{4}$ pound, 95c;
 $\frac{1}{2}$ pound, \$1.80; 1 pound, \$3.50.



Typical heads of onion seed.

Lettuce

Mountain Iceburg

This is a splendid heading variety, solid, sweet, tender, and crisp. The outer leaves are dark green, but the head blanches to a light green with a center of creamy white. It is a hardy variety and a rapid grower. This is one of the best heading varieties that it is possible to secure. This seed that we offer has been grown and harvested by ourselves.

Prices Postpaid: Package, 5c; 1 ounce, 10c; $\frac{1}{4}$ pound, 25c;
 $\frac{1}{2}$ pound, 45c; 1 pound, 90c.

Watermelon

Kleckley Sweet

The most desirable and most popular watermelon for the home garden and local market. It is a heavy symmetrical melon, growing 18 to 20 inches in length and 10 to 12 inches in diameter. The fruits have a glossy green color with a medium thick rind, and the flesh is rich scarlet, white seeded, with a solid crisp and sugary heart. You will be pleased with this fine watermelon.

Prices Postpaid: Ounce, 10c; $\frac{1}{4}$ pound, 25c; $\frac{1}{2}$ pound, 40c;
 1 pound, 75c; 2 pounds, \$1.30.

Sweet Corn

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Golden Bantam

This well-known variety is the leading early sort where the yellow sweet corn is in demand. The Golden Bantam is extra early and very hardy. The plants are from 5 to 6 feet tall, with ears 5 to 6 inches long. When the corn is ready for the table the kernels are a bright golden yellow and are deliciously sweet, tender and juicy. For the early home garden it cannot be excelled.

Prices Postpaid: $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 2 pounds, 35c;
5 pounds, 80c.

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Country Gentleman

This is one of the most delicious varieties of sweet corn available, and one of the richest flavored of all the late varieties. The plants are vigorous growers, with ears from 7 to 8 inches long. The kernels are deep and slender, and set without regular row formation. Once you use the Country Gentleman, no other variety is quite good enough.

Prices Postpaid: $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 2 pounds, 35c;
5 pounds, 80c.

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White Evergreen

An improved variety of the main crop sort that is exceedingly productive and especially adapted for the market and home gardener. It is preferred for drying and canning over all other main crop sorts on account of the large ears of pearly-white grains of rich and luscious flavor. It is a heavy yielder and retains its soft juicy condition longer than most other varieties. Every home garden should have this corn.

Prices Postpaid: $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 2 pounds, 35c;
5 pounds, 80c.

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Stowell's Evergreen

This is a late variety that is very popular with market gardeners. The plants are tall, producing large ears 8 to 9 inches long, set with 16 to 18 rows. The kernels are white, sweet and tender.

Prices Postpaid: $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 2 pounds, 35c;
5 pounds, 80c.

Pop Corn

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Sunburst

This variety was developed by the United States Department of Agriculture. The strain is a yellow amber colored corn, of very high popping test. We have found that it will frequently increase 25 to 30 volumes in popping. It pops out snowy white and is very soft and tender. The kernels are medium in size. We suggest that you raise your own pop corn this year.

Prices Postpaid: $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 2 pounds, 35c;
5 pounds, 80c.

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Amber Gem

This variety is an amber-colored strain, with much larger kernels than the Sunburst, and it pops out a rich creamy color with a rich flavor. The size of the ear and the kernels make it a very desirable pop corn. The popping tests have been as good or better than in any other strain we have ever tried. This is a hardy variety that does well in any section of the country.

Prices Postpaid: $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 2 pounds, 35c;
5 pounds, 80c.



All the cantaloupe seed we sell is washed and dried at this shed. This permits a strict watch to be maintained over all our seed.

In Conclusion

We are endeavoring in our work to develop and introduce to you improved strains of cantaloupe seed. In doing so we hope to be of assistance to you in producing better crops of cantaloupes for market. We believe in the old adage that "the world will beat a path to the door of him who produces a better mouse-trap, even though he may live in the deepest forest." We have no intention of living in the allegorical "deepest forest," but are telling you of our product through this catalogue. We believe that we will have no difficulty in selling our seed so long as it is better than any other placed upon the market. All our attention is centered upon the business of seeing that our seed is the very best that time and care can give you. All of our experience of years of cantaloupe seed production is brought to bear upon each season's crop. Our vigilance is never relaxed, otherwise the standards might be lowered and our seed would not meet expectations.

We hope that in your purchase of seed that you will bear in mind the necessity of securing the best seed possible in order to assure yourself against disappointment. We hope that the past season has been a successful one, and that through your experience of the past that you can make the coming season even more successful.

HOW TO ORDER

Be careful to give your full name, post office, with street number or rural route. Remittance may be made by stamps (if one dollar or less), cash, draft, or post office money order. We will ship by express C.O.D. where one-fourth ($\frac{1}{4}$) of the remittance accompanies the order.

Address all correspondence to the Secretary.

We will give the same careful attention to your order as in other years.

Your order will be put up and sent to you within 48 hours after receiving it.

We assure you that the seed sent to you will be pure and of the highest quality.

We pay all postage or express charges.

We guarantee the safe arrival of the seed by mail or express.

Should your order not arrive in due time, write us immediately.

We wish to thank you for the business you have given us in the past, and assure you that we will try to give you the seed and the service that will merit the confidence you have shown in us.

We wish our friends and customers a very successful and prosperous season during the coming year, together with good health and abundant happiness.



THE ROCKY FORD CANTALOUPE SEED
BREEDERS ASSOCIATION

James B. Ryan, *Secretary*,

ROCKY FORD, COLO.

The
Rocky Ford Cantaloupe Seed
Breeders Association

ROCKY FORD, COLORADO